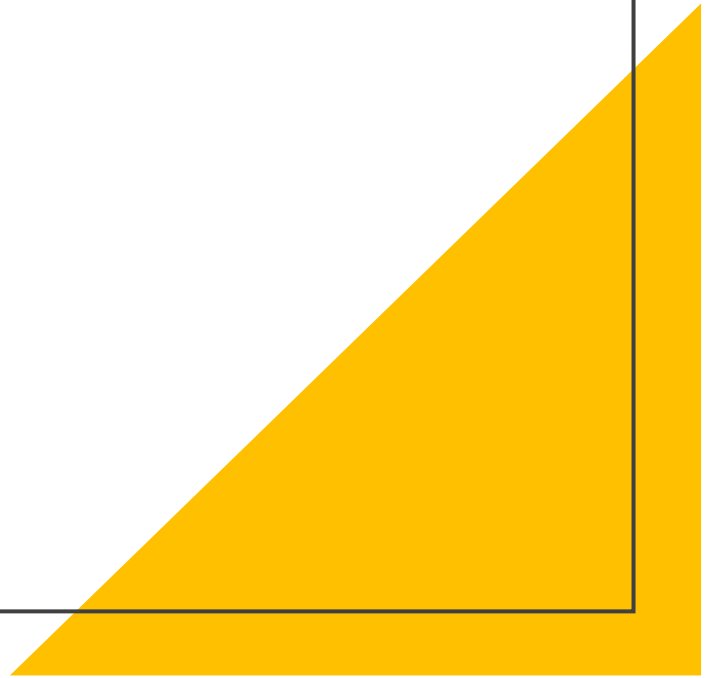


**MARKETING:  
A BRIEF  
OVERVIEW**



# Marketing



What my friends think I do



What my mom thinks I do



What my boss thinks I do



What society thinks I do



What I think I do



What I really do

# Skills you should/will have

Analytical thinking

Ability to conduct market analysis

Good statistics knowledge

Ability to develop strategy

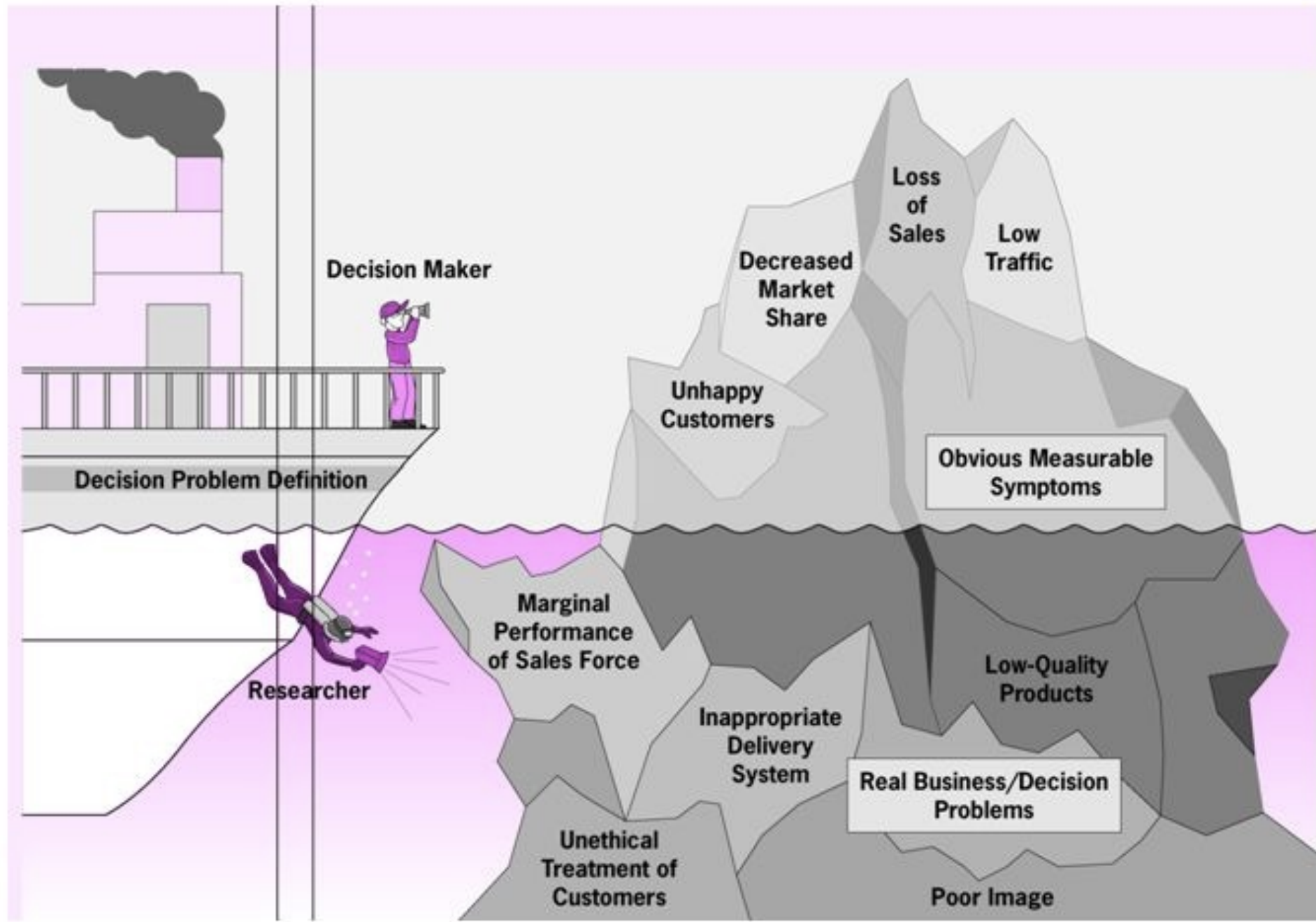
Ability to take actions that can touch the heart of the target audience



# Learning Outcomes

- Industry Analysis
- Creating a Marketing Plan
- Conducting a Marketing Research
- Creating Brand Architecture
- Product Matrices and Analysis
- Brand Development Methods
- Brand Audit
- Integrated Marketing Communications Planning





# Career opportunities in marketing

Some of the fields in which our graduates can work:

- Research, consulting, branding
- Digital marketing, e-commerce
- Informatics, data mining
- Telecommunications, communications, media
- Advertising, promotion, public relations,
- Retailing, store management
- Sales, dealer organization



# COURSES OFFERED

## Concentration Area Compulsory Courses

- MRK3051 Consumer Behavior
- MRK4051 Marketing Research
- MRK4052 Marketing Research Project

## Concentration Area Electives

- MRK3050 Marketing Decision Making
- MRK3056 Organizational Marketing
- MRK3059 Services Marketing
- MRK3063 Sustainability
- MRK4055 Marketing Communications
- MRK4057 Digital Marketing
- MRK4060 Selected Topics in Marketing
- MRK4062 Brand Management
- MRK4064 Marketing for International Markets





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